Instructions

- Using the Beach Volleyball tournament from Assignment 6, write a press release announcing the tournament for the first time. (slides 10-11)
  - Remember to create buzz for your event with your wording, pictures, logos, etc. so the media will distribute it
  - Include information given on slides 10-11
- Pick 3 mediums (from slides 33-35) of advertising you will use to promote this tournament. Explain why you chose those mediums and the what, when, how of those promotions.
  - **Explain why the chosen mediums best fit your event/target audience**
  - **Provide examples of promotion where you can**
  - **Describe what you will run, when you will run it, and give a very detailed plan for each medium chosen**